PROGRAM : 95510 PARLIAMENT DIRECT MAIL #2 OFFENSIVE
PHASE : A
MAIL CODE : 704
PULL DATE : 02/08/95
RECEIVING VENDOR : S01 SCAN FORMS
CUMMULATIVE TOTAL : 253,745

QUANTITY	CELL	CELL DESCRIPTION
190,253	01	PARLIAMENT DIRECT #2 OFFENSIVE
26,794	02	PARLIAMENT DIRECT #2 OFFENSIVE
5,537	03	PARLIAMENT DIRECT #2 OFFENSIVE
1,106	04	PARLIAMENT DIRECT #2 OFFENSIVE
1,338	05	PARLIAMENT DIRECT #2 OFFENSIVE
9,865	06	PARLIAMENT DIRECT #2 OFFENSIVE
18,852	07	PARLIAMENT DIRECT #2 OFFENSIVE

2045559167

Source: https://www.industrydocuments.ucsf.edu/docs/fhcn0004

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M     M  DDDDDD   DDDDDD    00000    22222    00000      1        44     CCCCC    AAAAA
MM   MM  D     D  D     D  0     0  2     2  0     0    11       4 4    C     C  A     A
M M M M  D     D  D     D  0     0       2  0     0     1      4  4    C        A     A
M  M  M  D     D  D     D  0     0     2    0     0     1    4444444  C        AAAAAAA
M     M  D     D  D     D  0     0    2     0     0     1         4    C        A     A
M     M  D     D  D     D  0     0   2      0     0     1         4    C     C  A     A
M     M  DDDDDD   DDDDDD    00000   2222222   00000    11111       4     CCCCC   A     A
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* REPORT ID: MDD02014CA      DATE:   02/09/95      REPORT DESCRIPTION:  DIRECT MKTG TOPLINE PROF
* JOBNAME:   MDD020          TIME:   14:12:42      TSOID:  CHIC0001
* JOBID:     JOB00210        SYSOUT: 8
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*                                                   35 WEST WACKER DR. 12TH FL.
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*                                                   ATTN:  JACKIE CALLERY
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* SPECIAL INSTRUCTIONS:
*
*    REPORT DIST TO:  LEO BURNETTE CO.
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 AAAAA   TTTTTTT  TTTTTTT  EEEEEEE  N     N  TTTTTTT   IIIII   OOOOOOO  N     N
A     A     T        T     E        NN    N     T        I     O     O  NN    N
A     A     T        T     E        N N   N     T        I     O     O  N N   N
AAAAAAA     T        T     EEEE     N  N  N     T        I     O     O  N  N  N
A     A     T        T     E        N   N N     T        I     O     O  N   N N
A     A     T        T     E        N    NN     T        I     O     O  N    NN
A     A     T        T     EEEEEEE  N     N     T      IIIII   OOOOOOO  N     N
*                    ***********************************************                                  *
*                    ******* ====>     RECIPIENT:    <==== *******                                  *
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*          PLEASE MAKE THE FOLLOWING CHANGES IF NECESSARY AND RETURN THIS PAGE TO DISTRIBUTION, JRC-BLDG 43, RICHMOND.   *
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	TOTAL LESS			CELL 01		LESS	CELL 02		LESS	CELL 03		LESS	CELL 04		LESS
GENDER	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	103,553	40.8	41.5	78,125	41.1	41.6	11,730	43.8	45.0	2,174	39.3	39.9	458	41.4	41.5
FEMALE	145,796	57.5	58.5	109,602	57.6	58.4	14,364	53.6	55.0	3,270	59.1	60.1	645	58.3	58.5
UNKNOWN	4,396	1.7	.0	2,526	1.3	.0	700	2.6	.0	93	1.7	.0	3	.3	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0
AGE															
21-24	7,247	2.9	2.9	3,863	2.0	2.1	2,190	8.2	8.2	284	5.1	5.1	67	6.1	6.1
25-34	43,378	17.1	17.4	26,420	13.9	14.2	6,810	25.4	25.4	1,258	22.7	22.7	226	20.4	20.5
35-44	50,229	19.8	20.2	34,719	18.2	18.6	6,422	24.0	24.0	1,521	27.5	27.5	273	24.7	24.8
45-54	49,384	19.5	19.8	38,348	20.2	20.6	5,183	19.3	19.3	1,045	18.9	18.9	211	19.1	19.2
55-64	44,325	17.5	17.8	36,669	19.3	19.7	3,356	12.5	12.5	707	12.8	12.8	169	15.3	15.3
65+	54,455	21.5	21.9	46,484	24.4	24.9	2,833	10.6	10.6	722	13.0	13.0	155	14.0	14.1
UNKNOWN	4,723	1.9	.0	3,747	2.0	.0	0	.0	.0	0	.0	.0	5	.5	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0
FLAVOR															
NON-MENTHOL/REGULAR	190,499	75.1	79.0	139,607	73.4	77.3	21,816	81.4	88.9	3,977	71.8	75.9	894	80.8	81.2
MENTHOL	50,701	20.0	21.0	41,064	21.6	22.7	2,724	10.2	11.1	1,263	22.8	24.1	207	18.7	18.8
UNKNOWN	12,545	4.9	.0	9,582	5.0	.0	2,254	8.4	.0	297	5.4	.0	5	.5	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0
TAR LEVEL															
FULL FLAVOR	68,414	27.0	29.4	55,955	29.4	29.5	5,163	19.3	19.3	2,032	36.7	36.7	320	28.9	28.9
LIGHT/FLAVOR LOW TAR	127,940	50.4	54.9	89,761	47.2	47.3	15,399	57.5	57.5	2,431	43.9	44.0	568	51.4	51.4
ULTRA/EXTRA/LOW	23,538	9.3	10.1	20,821	10.9	11.0	525	2.0	2.0	261	4.7	4.7	91	8.2	8.2
UNKNOWN	20,656	8.1	.0	13,090	6.9	6.9	4,867	18.2	18.2	577	10.4	10.4	71	6.4	6.4
TOTAL:	253,745	100.0	100.0	190,253	100.0	.0	26,794	100.0	.0	5,537	100.0	.0	1,106	100.0	.0
LENGTH															
< 85 S	555	.2	.2	443	.2	.2	28	.1	.1	7	.1	.1	0	.0	.0
KINGS/85 S	111,240	43.8	47.2	81,585	42.9	45.7	14,131	52.7	57.6	2,570	46.4	49.9	557	50.4	51.6
LONGS/100 S	114,738	45.2	48.7	88,724	46.6	49.7	10,069	37.6	41.0	2,387	43.1	46.4	498	45.0	46.1
EXTRA LONGS/120 S	9,019	3.6	3.8	7,808	4.1	4.4	303	1.1	1.2	182	3.3	3.5	25	2.3	2.3
UNKNOWN	18,193	7.2	.0	11,693	6.1	.0	2,263	8.4	.0	391	7.1	.0	26	2.4	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0
BUY KIND															
PACK	48,651	19.2	20.7	36,700	19.3	20.2	4,615	17.2	19.1	997	18.0	19.1	211	19.1	19.5
CARTON	111,119	43.8	47.3	87,067	45.8	48.0	11,838	44.2	49.1	2,142	38.7	41.0	414	37.4	38.3
BOTH	75,100	29.6	32.0	57,649	30.3	31.8	7,679	28.7	31.8	2,087	37.7	39.9	455	41.1	42.1
UNKNOWN	18,875	7.4	.0	8,837	4.6	.0	2,662	9.9	.0	311	5.6	.0	26	2.4	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0
MANUFACTURER															
PHILIP MORRIS	17,020	6.7	8.9	0	.0	.0	12,512	46.7	75.7	2,937	53.0	61.4	745	67.4	68.9
BROWN & WILLIAMSON	19,141	7.5	10.0	16,377	8.6	10.7	688	2.6	4.2	339	6.1	7.1	40	3.6	3.7
LORILLARD	33,061	13.0	17.2	29,721	15.6	19.4	580	2.2	3.5	176	3.2	3.7	54	4.9	5.0
AMERICAN BRANDS	28,396	11.2	14.8	24,511	12.9	16.0	666	2.5	4.0	307	5.5	6.4	65	5.9	6.0
LIGGETT	7,505	3.0	3.9	6,683	3.5	4.4	171	.6	1.0	61	1.1	1.3	11	1.0	1.0
R. J. REYNOLDS	86,619	34.1	45.2	75,892	39.9	49.5	1,901	7.1	11.5	965	17.4	20.2	167	15.1	15.4
UNKNOWN	62,003	24.4	.0	37,069	19.5	.0	10,276	38.4	.0	752	13.6	.0	24	2.2	.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0

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	TOTAL LESS			CELL 05		LESS	CELL 06		LESS	CELL 07		LESS
GENDER	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	103,553	40.8	41.5	644	48.1	48.2	3,634	36.8	37.4	6,788	36.0	37.9
FEMALE	145,796	57.5	58.5	691	51.6	51.8	6,086	61.7	62.6	11,138	59.1	62.1
UNKNOWN	4,396	1.7	.0	3	.2	.0	145	1.5	.0	926	4.9	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0
AGE												
21-24	7,247	2.9	2.9	60	4.5	4.5	298	3.0	3.1	485	2.6	2.7
25-34	43,378	17.1	17.4	319	23.8	23.9	2,777	28.2	28.6	5,568	29.5	30.8
35-44	50,229	19.8	20.2	392	29.3	29.3	2,807	28.5	29.0	4,095	21.7	22.7
45-54	49,384	19.5	19.8	241	18.0	18.0	1,336	13.5	13.8	3,020	16.0	16.7
55-64	44,325	17.5	17.8	166	12.4	12.4	1,098	11.1	11.3	2,160	11.5	12.0
65+	54,455	21.5	21.9	158	11.8	11.8	1,378	14.0	14.2	2,725	14.5	15.1
UNKNOWN	4,723	1.9	.0	2	.1	.0	171	1.7	.0	798	4.2	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0
FLAVOR												
NON-MENTHOL/REGULAR	190,499	75.1	79.0	952	71.2	78.6	8,637	87.6	88.3	14,616	77.5	78.3
MENTHOL	50,701	20.0	21.0	259	19.4	21.4	1,139	11.5	11.7	4,045	21.5	21.7
UNKNOWN	12,545	4.9	.0	127	9.5	.0	89	.9	.0	191	1.0	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0
TAR LEVEL												
FULL FLAVOR	68,414	27.0	29.4	445	33.3	33.4	1,360	13.8	13.8	3,139	16.7	16.7
LIGHT/FLAVOR LOW TAR	127,940	50.4	54.9	507	37.9	38.0	7,145	72.4	72.6	12,129	64.3	64.5
ULTRA/EXTRA/LOW	23,538	9.3	10.1	93	7.0	7.0	514	5.2	5.2	1,233	6.5	6.6
UNKNOWN	20,656	8.1	.0	215	16.1	16.1	459	4.7	4.7	1,377	7.3	7.3
TOTAL:	253,745	100.0	100.0	1,338	100.0	.0	9,865	100.0	.0	18,852	100.0	.0
LENGTH												
< 85 S	555	.2	.2	4	.3	.4	18	.2	.2	55	.3	.3
KINGS/85 S	111,240	43.8	47.2	623	46.6	55.1	4,805	48.7	51.8	6,969	37.0	44.0
LONGS/100 S	114,738	45.2	48.7	481	35.9	42.6	4,297	43.6	46.3	8,282	43.9	52.3
EXTRA LONGS/120 S	9,019	3.6	3.8	22	1.6	1.9	155	1.6	1.7	524	2.8	3.3
UNKNOWN	18,193	7.2	.0	208	15.5	.0	590	6.0	.0	3,022	16.0	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0
BUY KIND												
PACK	48,651	19.2	20.7	197	14.7	17.5	2,814	28.5	29.5	3,117	16.5	25.3
CARTON	111,119	43.8	47.3	454	33.9	40.3	3,436	34.8	36.0	5,768	30.6	46.8
BOTH	75,100	29.6	32.0	476	35.6	42.2	3,305	33.5	34.6	3,449	18.3	28.0
UNKNOWN	18,875	7.4	.0	211	15.8	.0	310	3.1	.0	6,518	34.6	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0
MANUFACTURER												
PHILIP MORRIS	17,020	6.7	8.9	826	61.7	62.7	0	.0	.0	0	.0	.0
BROWN & WILLIAMSON	19,141	7.5	10.0	69	5.2	5.2	493	5.0	11.9	1,135	6.0	10.6
LORILLARD	33,061	13.0	17.2	63	4.7	4.8	610	6.2	14.7	1,857	9.9	17.3
AMERICAN BRANDS	28,396	11.2	14.8	88	6.6	6.7	911	9.2	22.0	1,848	9.8	17.2
LIGGETT	7,505	3.0	3.9	19	1.4	1.4	176	1.8	4.3	384	2.0	3.6
R. J. REYNOLDS	86,619	34.1	45.2	252	18.8	19.1	1,949	19.8	47.1	5,493	29.1	51.3
UNKNOWN	62,003	24.4	.0	21	1.6	.0	5,726	58.0	.0	8,135	43.2	.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 02 NUMBER	CELL 02 %	CELL 02 LESS UNKWN	CELL 03 NUMBER	CELL 03 %	CELL 03 LESS UNKWN	CELL 04 NUMBER	CELL 04 %	CELL 04 LESS UNKWN
UNKNOWN	59,851	23.6	30.9	34,915	18.4	22.5	10,332	38.6	62.8	807	14.6	17.1	30	2.7	2.7
ALPINE ***	167	.1	.1				82	.3	.5	58	1.0	1.2	16	1.4	1.4
BENSON & HEDGES	758	.3	.4				468	1.7	2.8	168	3.0	3.6	72	6.5	6.5
CAMBRIDGE ***	369	.1	.2				166	.6	1.0	138	2.5	2.9	32	2.9	2.9
MARLBORO	12,710	5.0	6.6				9,817	36.6	59.6	1,906	34.4	40.3	433	39.2	39.2
MERIT	1,224	.5	.6				836	3.1	5.1	221	4.0	4.7	84	7.6	7.6
MULTIFILTER	13	.0	.0				12	.0	.1						
PLAYERS BLACK	20	.0	.0				15	.1	.1	4	.1	.1			
PLAYERS LIGHT 25S **	18	.0	.0				12	.0	.1	3	.1	.1	1	.1	.1
CARTIER	3	.0	.0				1	.0	.0	1	.0	.0			
NEXT	4	.0	.0				3	.0	.0						
SARATOGA	32	.0	.0				19	.1	.1	10	.2	.2	2	.2	.2
VIRGINIA SLIMS	1,108	.4	.6				740	2.8	4.5	243	4.4	5.1	63	5.7	5.7
BUCKS ***	13	.0	.0				5	.0	.0	5	.1	.1	1	.1	.1
PM BLUES	4	.0	.0				3	.0	.0						
PM/PM COMMANDER	8	.0	.0				7	.0	.0	1	.0	.0			
PHILIP MORRIS INT'L	8	.0	.0				8	.0	.0						
VS SUPERSLIMS	25	.0	.0				17	.1	.1	4	.1	.1	2	.2	.2
BRISTOL ***	10	.0	.0				4	.0	.0	4	.1	.1	1	.1	.1
CARLTON	8,245	3.2	4.3	7,162	3.8	4.6	80	.3	.5	31	.6	.7	14	1.3	1.3
LUCKY STRIKE ***	1,562	.6	.8	1,358	.7	.9	64	.2	.4	13	.2	.3	2	.2	.2
PALL MALL	7,553	3.0	3.9	6,431	3.4	4.1	226	.8	1.4	75	1.4	1.6	12	1.1	1.1
SILVA THINS	223	.1	.1	205	.1	.1	3	.0	.0						
TALL	233	.1	.1	204	.1	.1	4	.0	.0	1	.0	.0			
TAREYTON	3,279	1.3	1.7	3,036	1.6	2.0	52	.2	.3	11	.2	.2	3	.3	.3
MALIBU ***	834	.3	.4	755	.4	.5	17	.1	.1	1	.0	.0			
CARLTON SLIMS	62	.0	.0	51	.0	.0	4	.0	.0						
AMERICAN LIGHTS ***	327	.1	.2	285	.1	.2	9	.0	.1				3	.3	.3
CAPRI	2,340	.9	1.2	1,935	1.0	1.2	79	.3	.5	37	.7	.8	13	1.2	1.2
BARCLAY	1,058	.4	.5	948	.5	.6	15	.1	.1	3	.1	.1			
BELAIR	872	.3	.4	747	.4	.5	22	.1	.1	13	.2	.3	1	.1	.1
KIM SLIMS 25'S ***	28	.0	.0	19	.0	.0	4	.0	.0						
ELI CUTTER	24	.0	.0	17	.0	.0	2	.0	.0						
KOOL	7,635	3.0	3.9	6,440	3.4	4.1	358	1.3	2.2	165	3.0	3.5	15	1.4	1.4
RALEIGH	2,236	.9	1.2	2,011	1.1	1.3	45	.2	.3	15	.3	.3	2	.2	.2
RICHLAND 25'S ***	461	.2	.2	431	.2	.3	6	.0	.0						
ST. JAMES COURT	18	.0	.0	10	.0	.0				1	.0	.0	1	.1	.1
VICEROY ***	2,840	1.1	1.5	2,500	1.3	1.6	81	.3	.5	36	.7	.8	6	.5	.5
FALCON LIGHTS	44	.0	.0	38	.0	.0	1	.0	.0						
CHESTERFIELD	923	.4	.5	814	.4	.5	33	.1	.2	4	.1	.1	3	.3	.3
DORADO	130	.1	.1	115	.1	.1	1	.0	.0	1	.0	.0			
EVE	2,622	1.0	1.4	2,316	1.2	1.5	45	.2	.3	42	.8	.9	3	.3	.3
LARK	1,221	.5	.6	1,117	.6	.7	23	.1	.1	4	.1	.1	2	.2	.2
PYRAMID ***	1,386	.5	.7	1,214	.6	.8	28	.1	.2	9	.2	.2	1	.1	.1
STRIDE***	26	.0	.0	18	.0	.0	4	.0	.0						
L & M	1,285	.5	.7	1,169	.6	.8	35	.1	.2	2	.0	.0	2	.2	.2
ST. MORITZ	24	.0	.0	22	.0	.0	1	.0	.0						
SAVVY ***	14	.0	.0	10	.0	.0	2	.0	.0						
MONTCLAIR ***	3,753	1.5	1.9	3,174	1.7	2.0	110	.4	.7	94	1.7	2.0	17	1.5	1.5
KENT GOLDEN LIGHTS	927	.4	.5	884	.5	.6	3	.0	.0				2	.2	.2

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 02 NUMBER	CELL 02 %	CELL 02 LESS UNKWN	CELL 03 NUMBER	CELL 03 %	CELL 03 LESS UNKWN	CELL 04 NUMBER	CELL 04 %	CELL 04 LESS UNKWN
KENT	12,679	5.0	6.5	11,869	6.2	7.6	129	.5	.8	23	.4	.5	8	.7	.7
MAX	470	.2	.2	437	.2	.3	3	.0	.0	1	.0	.0			
NEWPORT	7,794	3.1	4.0	6,307	3.3	4.1	306	1.1	1.9	99	1.8	2.1	34	3.1	3.1
OLD GOLD	486	.2	.3	424	.2	.3	10	.0	.1	11	.2	.2	2	.2	.2
SATIN	256	.1	.1	231	.1	.1	6	.0	.0	1	.0	.0			
SPRING	9	.0	.0	5	.0	.0	2	.0	.0	1	.0	.0			
TRIUMPH	65	.0	.0	56	.0	.0	5	.0	.0						
TRUE	8,312	3.3	4.3	7,597	4.0	4.9	97	.4	.6	23	.4	.5	3	.3	.3
KENT III	1,718	.7	.9	1,636	.9	1.1	4	.0	.0	2	.0	.0	1	.1	.1
B&H DE-NIC	15	.0	.0				8	.0	.0	1	.0	.0	6	.5	.5
NEWPORT STRIPES	139	.1	.1	118	.1	.1	5	.0	.0	2	.0	.0			
HARLEY DAVIDSON***	28	.0	.0	23	.0	.0	1	.0	.0	3	.1	.1			
MISTY SLIMS ***	1,939	.8	1.0	1,545	.8	1.0	86	.3	.5	67	1.2	1.4	12	1.1	1.1
BULL DURHAM ***	45	.0	.0	39	.0	.0				1	.0	.0			
MERIT ULTIMA	15	.0	.0				7	.0	.0				3	.3	.3
ASTOR ##	15	.0	.0	10	.0	.0	1	.0	.0						
BRIGHT	158	.1	.1	147	.1	.1	2	.0	.0	1	.0	.0			
CAMEL	12,229	4.8	6.3	10,788	5.7	6.9	238	.9	1.4	144	2.6	3.0	21	1.9	1.9
CENTURY 25'S ***	1,573	.6	.8	1,469	.8	.9	15	.1	.1	8	.1	.2	3	.3	.3
DORAL ***	9,044	3.6	4.7	8,080	4.2	5.2	116	.4	.7	152	2.7	3.2	22	2.0	2.0
MORE	6,010	2.4	3.1	5,494	2.9	3.5	79	.3	.5	43	.8	.9	2	.2	.2
NOW	3,795	1.5	2.0	3,324	1.7	2.1	67	.3	.4	23	.4	.5	4	.4	.4
RITZ	137	.1	.1	133	.1	.1	1	.0	.0						
SALEM	14,016	5.5	7.2	10,976	5.8	7.1	441	1.6	2.7	216	3.9	4.6	38	3.4	3.4
STERLING ***	719	.3	.4	630	.3	.4	21	.1	.1	12	.2	.3			
VANTAGE	9,478	3.7	4.9	8,720	4.6	5.6	119	.4	.7	43	.8	.9	4	.4	.4
WINSTON	27,922	11.0	14.4	24,832	13.1	16.0	746	2.8	4.5	295	5.3	6.2	69	6.2	6.2
MAGNA ***	293	.1	.2	270	.1	.2	2	.0	.0	3	.1	.1			
DUNHILL PM/INT'L	173	.1	.1	150	.1	.1	7	.0	.0						
MILD SEVEN	10	.0	.0	10	.0	.0									
ROTHMANN'S	27	.0	.0	21	.0	.0	3	.0	.0						
CHELSEA	14	.0	.0	11	.0	.0									
CLASS A ##	19	.0	.0	18	.0	.0	1	.0	.0						
BRONSON ##	52	.0	.0	45	.0	.0	2	.0	.0	1	.0	.0			
EXPORT A	23	.0	.0	21	.0	.0									
BASIC ##	464	.2	.2				269	1.0	1.6	155	2.8	3.3	27	2.4	2.4
COINS ##	7	.0	.0	5	.0	.0									
COST CUTTERS ##	17	.0	.0	16	.0	.0				1	.0	.0			
DELTA ##	6	.0	.0	4	.0	.0									
PRICE BREAKER ##	67	.0	.0	57	.0	.0	5	.0	.0						
QUALITY ##	44	.0	.0	39	.0	.0	1	.0	.0	1	.0	.0			
SCOTCH BUY ##	29	.0	.0	27	.0	.0	1	.0	.0						
YOURS ##	94	.0	.0	87	.0	.1				2	.0	.0	1	.1	.1
WORTH ##	60	.0	.0	52	.0	.0				1	.0	.0			
GENERIC/STORE ##	4,750	1.9	2.4	4,179	2.2	2.7	84	.3	.5	70	1.3	1.5	7	.6	.6
UNKNOWN	59,851	100.0	100.0	34,915	100.0	100.0	10,332	100.0	100.0	807	100.0	100.0	30	100.0	100.0
TOTAL:	253,745	100.0	100.0	190,253	100.0	100.0	26,794	100.0	100.0	5,537	100.0	100.0	1,106	100.0	100.0

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN	CELL 06 NUMBER	CELL 06 %	CELL 06 LESS UNKWN	CELL 07 NUMBER	CELL 07 %	CELL 07 LESS UNKWN
UNKNOWN	59,851	23.6	30.9	37	2.8	2.8	5,682	57.6	135.8	8,048	42.7	74.5
ALPINE ***	167	.1	.1	11	.8	.8						
BENSON & HEDGES	758	.3	.4	50	3.7	3.8						
CAMBRIDGE ***	369	.1	.2	33	2.5	2.5						
MARLBORO	12,710	5.0	6.6	554	41.4	42.6						
MERIT	1,224	.5	.6	83	6.2	6.4						
MULTIFILTER	13	.0	.0	1	.1	.1						
PLAYERS BLACK	20	.0	.0	1	.1	.1						
PLAYERS LIGHT 25S **	18	.0	.0	2	.1	.2						
CARTIER	3	.0	.0	1	.1	.1						
NEXT	4	.0	.0	1	.1	.1						
SARATOGA	32	.0	.0	1	.1	.1						
VIRGINIA SLIMS	1,108	.4	.6	62	4.6	4.8						
BUCKS ***	13	.0	.0	2	.1	.2						
PM BLUES	4	.0	.0	1	.1	.1						
PM/PM COMMANDER	8	.0	.0									
PHILIP MORRIS INT'L	8	.0	.0									
VS SUPERSLIMS	25	.0	.0	2	.1	.2						
BRISTOL ***	10	.0	.0	1	.1	.1						
CARLTON	8,245	3.2	4.3	22	1.6	1.7	286	2.9	6.8	650	3.4	6.0
LUCKY STRIKE ***	1,562	.6	.8	8	.6	.6	40	.4	1.0	77	.4	.7
PALL MALL	7,553	3.0	3.9	24	1.8	1.8	256	2.6	6.1	529	2.8	4.9
SILVA THINS	223	.1	.1				2	.0	.0	13	.1	.1
TALL	233	.1	.1	1	.1	.1	11	.1	.3	12	.1	.1
TAREYTON	3,279	1.3	1.7	2	.1	.2	41	.4	1.0	134	.7	1.2
MALIBU ***	834	.3	.4	2	.1	.2	24	.2	.6	35	.2	.3
CARLTON SLIMS	62	.0	.0				2	.0	.0	5	.0	.0
AMERICAN LIGHTS ***	327	.1	.2				10	.1	.2	20	.1	.2
CAPRI	2,340	.9	1.2	8	.6	.6	67	.7	1.6	201	1.1	1.9
BARCLAY	1,058	.4	.5	3	.2	.2	20	.2	.5	69	.4	.6
BELAIR	872	.3	.4	1	.1	.1	23	.2	.5	65	.3	.6
KIM SLIMS 25'S ***	28	.0	.0				2	.0	.0	3	.0	.0
ELI CUTTER	24	.0	.0				3	.0	.1	2	.0	.0
KOOL	7,635	3.0	3.9	38	2.8	2.9	177	1.8	4.2	442	2.3	4.1
RALEIGH	2,236	.9	1.2	3	.2	.2	60	.6	1.4	100	.5	.9
RICHLAND 25'S ***	461	.2	.2				11	.1	.3	13	.1	.1
ST. JAMES COURT	18	.0	.0				5	.1	.1	1	.0	.0
VICEROY ***	2,840	1.1	1.5	7	.5	.5	66	.7	1.6	144	.8	1.3
FALCON LIGHTS	44	.0	.0				1	.0	.0	4	.0	.0
CHESTERFIELD	923	.4	.5	2	.1	.2	19	.2	.5	48	.3	.4
DORADO	130	.1	.1				5	.1	.1	8	.0	.1
EVE	2,622	1.0	1.4	7	.5	.5	54	.5	1.3	155	.8	1.4
LARK	1,221	.5	.6	2	.1	.2	22	.2	.5	51	.3	.5
PYRAMID ***	1,386	.5	.7	5	.4	.4	43	.4	1.0	86	.5	.8
STRIDE***	26	.0	.0				2	.0	.0	2	.0	.0
L & M	1,285	.5	.7	2	.1	.2	34	.3	.8	41	.2	.4
ST. MORITZ	24	.0	.0	1	.1	.1						
SAVVY ***	14	.0	.0				2	.0	.0			
MONTCLAIR ***	3,753	1.5	1.9	15	1.1	1.2	135	1.4	3.2	208	1.1	1.9
KENT GOLDEN LIGHTS	927	.4	.5	3	.2	.2	9	.1	.2	26	.1	.2

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN	CELL 06 NUMBER	CELL 06 %	CELL 06 LESS UNKWN	CELL 07 NUMBER	CELL 07 %	CELL 07 LESS UNKWN
KENT	12,679	5.0	6.5	14	1.0	1.1	171	1.7	4.1	465	2.5	4.3
MAX	470	.2	.2				8	.1	.2	21	.1	.2
NEWPORT	7,794	3.1	4.0	32	2.4	2.5	230	2.3	5.5	786	4.2	7.3
OLD GOLD	486	.2	.3	2	.1	.2	13	.1	.3	24	.1	.2
SATIN	256	.1	.1	1	.1	.1	4	.0	.1	13	.1	.1
SPRING	9	.0	.0							1	.0	.0
TRIUMPH	65	.0	.0				1	.0	.0	3	.0	.0
TRUE	8,312	3.3	4.3	9	.7	.7	147	1.5	3.5	436	2.3	4.0
KENT III	1,718	.7	.9	1	.1	.1	16	.2	.4	58	.3	.5
B&H DE-NIC	15	.0	.0									
NEWPORT STRIPES	139	.1	.1				5	.1	.1	9	.0	.1
HARLEY DAVIDSON***	28	.0	.0							1	.0	.0
MISTY SLIMS ***	1,939	.8	1.0	12	.9	.9	82	.8	2.0	135	.7	1.2
BULL DURHAM ***	45	.0	.0	1	.1	.1	1	.0	.0	3	.0	.0
MERIT ULTIMA	15	.0	.0	5	.4	.4						
ASTOR ##	15	.0	.0				4	.0	.1			
BRIGHT	158	.1	.1				2	.0	.0	6	.0	.1
CAMEL	12,229	4.8	6.3	54	4.0	4.2	390	4.0	9.3	594	3.2	5.5
CENTURY 25'S ***	1,573	.6	.8	2	.1	.2	26	.3	.6	50	.3	.5
DORAL ***	9,044	3.6	4.7	25	1.9	1.9	229	2.3	5.5	420	2.2	3.9
MORE	6,010	2.4	3.1	12	.9	.9	76	.8	1.8	304	1.6	2.8
NOW	3,795	1.5	2.0	9	.7	.7	78	.8	1.9	290	1.5	2.7
RITZ	137	.1	.1				2	.0	.0	1	.0	.0
SALEM	14,016	5.5	7.2	43	3.2	3.3	283	2.9	6.8	2,019	10.7	18.7
STERLING ***	719	.3	.4	1	.1	.1	25	.3	.6	30	.2	.3
VANTAGE	9,478	3.7	4.9	10	.7	.8	164	1.7	3.9	418	2.2	3.9
WINSTON	27,922	11.0	14.4	87	6.5	6.7	629	6.4	15.0	1,264	6.7	11.7
MAGNA ***	293	.1	.2				8	.1	.2	10	.1	.1
DUNHILL PM/INT'L	173	.1	.1				2	.0	.0	14	.1	.1
MILD SEVEN	10	.0	.0									
ROTHMANN'S	27	.0	.0				1	.0	.0	2	.0	.0
CHELSEA	14	.0	.0				2	.0	.0	1	.0	.0
CLASS A ##	19	.0	.0									
BRONSON ##	52	.0	.0				1	.0	.0	3	.0	.0
EXPORT A	23	.0	.0				1	.0	.0	1	.0	.0
BASIC ##	464	.2	.2	13	1.0	1.0						
COINS ##	7	.0	.0				1	.0	.0	1	.0	.0
COST CUTTERS ##	17	.0	.0									
DELTA ##	6	.0	.0				1	.0	.0	1	.0	.0
PRICE BREAKER ##	67	.0	.0				2	.0	.0	3	.0	.0
QUALITY ##	44	.0	.0							3	.0	.0
SCOTCH BUY ##	29	.0	.0							1	.0	.0
YOURS ##	94	.0	.0	1	.1	.1	1	.0	.0	2	.0	.0
WORTH ##	60	.0	.0				5	.1	.1	2	.0	.0
GENERIC/STORE ##	4,750	1.9	2.4	5	.4	.4	140	1.4	3.3	265	1.4	2.5
UNKNOWN	59,851	100.0	100.0	37	100.0	100.0	5,682	100.0	100.0	8,048	100.0	100.0
TOTAL:	253,745	100.0	100.0	1,338	100.0	100.0	9,865	100.0	100.0	18,852	100.0	100.0

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PREVIOUS BRAND	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 02 NUMBER	CELL 02 %	CELL 02 LESS UNKWN	CELL 03 NUMBER	CELL 03 %	CELL 03 LESS UNKWN	CELL 04 NUMBER	CELL 04 %	CELL 04 LESS UNKWN
NONE/SAME PREVIOUS	4,140	2.2	2.4	1,775	1.4	1.5	1,753	8.3	9.9	294	5.9	7.0	93	9.3	9.3
CAMEL WIDES	11	.0	.0	10	.0	.0	1	.0	.0						
SAVANNAH***	3	.0	.0	3	.0	.0									
STYLE***	31	.0	.0	23	.0	.0	2	.0	.0	4	.1	.1	1	.1	.1
PRIVATE STOCK##	40	.0	.0	31	.0	.0	2	.0	.0	5	.1	.1			
RIVIERA***	8	.0	.0	4	.0	.0	2	.0	.0	1	.0	.0			
PRIME##	19	.0	.0	14	.0	.0	2	.0	.0	2	.0	.0			
RALEIGH EXTRA##	27	.0	.0	21	.0	.0	1	.0	.0	3	.1	.1	2	.2	.2
GPC##	316	.2	.2	226	.2	.2	37	.2	.2	39	.8	.9	2	.2	.2
RICHLAND 20'S***	13	.0	.0	13	.0	.0									
BEST BUY##	94	.1	.1	76	.1	.1	7	.0	.0	6	.1	.1	1	.1	.1
PREMIUM BUY##	5	.0	.0	4	.0	.0	1	.0	.0						
HERITAGE***	1	.0	.0	1	.0	.0									
BEST VALUE##	61	.0	.0	49	.0	.0	5	.0	.0	6	.1	.1			
MONARCH##	174	.1	.1	144	.1	.1	12	.1	.1	9	.2	.2	3	.3	.3
UNKNOWN	11,960	6.4	6.9	7,323	5.7	6.0	3,410	16.2	19.3	812	16.2	19.3	44	4.4	4.4
ALPINE ***	508	.3	.3	387	.3	.3	50	.2	.3	39	.8	.9	3	.3	.3
BENSON & HEDGES	6,702	3.6	3.9	5,710	4.4	4.7	655	3.1	3.7	143	2.9	3.4	32	3.2	3.2
CAMBRIDGE ***	1,947	1.0	1.1	1,716	1.3	1.4	82	.4	.5	81	1.6	1.9	10	1.0	1.0
MARLBORO	34,190	18.4	19.6	29,415	22.7	24.1	2,925	13.9	16.6	670	13.4	16.0	119	11.9	11.9
MERIT	5,918	3.2	3.4	5,094	3.9	4.2	506	2.4	2.9	128	2.6	3.0	41	4.1	4.1
MULTIFILTER	29	.0	.0	25	.0	.0	1	.0	.0	2	.0	.0			
PLAYERS. BLACK	415	.2	.2	398	.3	.3	9	.0	.1	3	.1	.1			
PLAYERS LIGHT 25S **	124	.1	.1	115	.1	.1	6	.0	.0	1	.0	.0	1	.1	.1
PARLIAMENT LIGHTS	42,959	23.1	24.7	12,082	9.3	9.9	4,981	23.6	28.2	312	6.2	7.4	226	22.6	22.6
CARTIER	48	.0	.0	43	.0	.0									
NEXT	1	.0	.0	1	.0	.0									
SARATOGA	236	.1	.1	213	.2	.2	13	.1	.1	5	.1	.1			
VIRGINIA SLIMS	4,335	2.3	2.5	3,699	2.9	3.0	339	1.6	1.9	139	2.8	3.3	15	1.5	1.5
BUCKS ***	213	.1	.1	187	.1	.2	7	.0	.0	7	.1	.2			
PM BLUES	20	.0	.0	19	.0	.0									
PM/PM COMMANDER	291	.2	.2	253	.2	.2	25	.1	.1	6	.1	.1	1	.1	.1
PHILIP MORRIS INT'L	220	.1	.1	202	.2	.2	7	.0	.0	4	.1	.1	1	.1	.1
VS SUPERSLIMS	66	.0	.0	48	.0	.0	7	.0	.0	3	.1	.1	3	.3	.3
BRISTOL ***	183	.1	.1	168	.1	.1	2	.0	.0	8	.2	.2			
CARLTON	1,785	1.0	1.0	1,590	1.2	1.3	112	.5	.6	26	.5	.6	7	.7	.7
LUCKY STRIKE ***	2,358	1.3	1.4	2,069	1.6	1.7	208	1.0	1.2	30	.6	.7	5	.5	.5
PALL MALL	4,697	2.5	2.7	4,129	3.2	3.4	352	1.7	2.0	91	1.8	2.2	18	1.8	1.8
SILVA THINS	128	.1	.1	123	.1	.1	1	.0	.0	1	.0	.0	2	.2	.2
TALL	75	.0	.0	71	.1	.1				2	.0	.0			
TAREYTON	1,317	.7	.8	1,176	.9	1.0	94	.4	.5	24	.5	.6	3	.3	.3
MALIBU ***	308	.2	.2	291	.2	.2	11	.1	.1	1	.0	.0			
CARLTON SLIMS	46	.0	.0	44	.0	.0	1	.0	.0						
AMERICAN LIGHTS ***	116	.1	.1	110	.1	.1	3	.0	.0	2	.0	.0			
CAPRI	470	.3	.3	387	.3	.3	41	.2	.2	23	.5	.5	8	.8	.8
BARCLAY	331	.2	.2	313	.2	.3	12	.1	.1	4	.1	.1			
BELAIR	606	.3	.3	528	.4	.4	39	.2	.2	19	.4	.5	3	.3	.3
KIM SLIMS 25'S ***	1	.0	.0	1	.0	.0									
ELI CUTTER	1	.0	.0	1	.0	.0									
KOOL	4,178	2.2	2.4	3,470	2.7	2.8	368	1.7	2.1	197	3.9	4.7	25	2.5	2.5

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PREVIOUS BRAND	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 02 NUMBER	CELL 02 %	CELL 02 LESS UNKWN	CELL 03 NUMBER	CELL 03 %	CELL 03 LESS UNKWN	CELL 04 NUMBER	CELL 04 %	CELL 04 LESS UNKWN
RALEIGH	1,359	.7	.8	1,196	.9	1.0	75	.4	.4	39	.8	.9	3	.3	.3
RICHLAND 25'S ***	237	.1	.1	227	.2	.2	2	.0	.0	5	.1	.1			
ST. JAMES COURT	1	.0	.0	1	.0	.0									
VICEROY ***	1,740	.9	1.0	1,507	1.2	1.2	152	.7	.9	40	.8	1.0	4	.4	.4
FALCON LIGHTS	14	.0	.0	11	.0	.0	2	.0	.0						
CHESTERFIELD	1,465	.8	.8	1,310	1.0	1.1	93	.4	.5	16	.3	.4	5	.5	.5
DORADO	173	.1	.1	167	.1	.1				2	.0	.0			
EVE	577	.3	.3	513	.4	.4	36	.2	.2	13	.3	.3	7	.7	.7
LARK	601	.3	.3	533	.4	.4	48	.2	.3	7	.1	.2	3	.3	.3
PYRAMID ***	425	.2	.2	383	.3	.3	13	.1	.1	13	.3	.3	2	.2	.2
STRIDE***	8	.0	.0	8	.0	.0									
L & M	916	.5	.5	805	.6	.7	78	.4	.4	14	.3	.3	2	.2	.2
ST. MORITZ	13	.0	.0	8	.0	.0	2	.0	.0	1	.0	.0			
SAVVY ***	5	.0	.0	5	.0	.0									
MONTCLAIR ***	764	.4	.4	626	.5	.5	57	.3	.3	47	.9	1.1	7	.7	.7
KENT GOLDEN LIGHTS	541	.3	.3	533	.4	.4	2	.0	.0	2	.0	.0			
KENT	5,524	3.0	3.2	4,826	3.7	3.9	500	2.4	2.8	88	1.8	2.1	23	2.3	2.3
MAX	105	.1	.1	93	.1	.1	3	.0	.0	3	.1	.1	1	.1	.1
NEWPORT	3,311	1.8	1.9	2,519	1.9	2.1	536	2.5	3.0	142	2.8	3.4	23	2.3	2.3
OLD GOLD	579	.3	.3	506	.4	.4	52	.2	.3	15	.3	.4	1	.1	.1
SATIN	136	.1	.1	124	.1	.1	5	.0	.0	4	.1	.1			
SPRING	15	.0	.0	15	.0	.0									
TRIUMPH	38	.0	.0	37	.0	.0	1	.0	.0						
TRUE	1,774	1.0	1.0	1,588	1.2	1.3	115	.5	.7	21	.4	.5	6	.6	.6
KENT III	795	.4	.5	767	.6	.6	9	.0	.1	2	.0	.0	2	.2	.2
B&H DE-NIC	43	.0	.0	36	.0	.0	3	.0	.0	3	.1	.1			
NEWPORT STRIPES	92	.0	.1	85	.1	.1	2	.0	.0				2	.2	.2
HARLEY DAVIDSON***	10	.0	.0	6	.0	.0	3	.0	.0	1	.0	.0			
MISTY SLIMS ***	418	.2	.2	316	.2	.3	47	.2	.3	28	.6	.7	11	1.1	1.1
BULL DURHAM ***	13	.0	.0	10	.0	.0	1	.0	.0	2	.0	.0			
MERIT ULTIMA	9	.0	.0	4	.0	.0	3	.0	.0				2	.2	.2
DAVES	1	.0	.0	1	.0	.0									
ASTOR ##	3	.0	.0	2	.0	.0									
BRIGHT	80	.0	.0	76	.1	.1	3	.0	.0						
CAMEL	5,905	3.2	3.4	4,771	3.7	3.9	678	3.2	3.8	270	5.4	6.4	39	3.9	3.9
CENTURY 25'S ***	595	.3	.3	566	.4	.5	10	.0	.1	9	.2	.2			
DORAL ***	2,150	1.2	1.2	1,860	1.4	1.5	109	.5	.6	110	2.2	2.6	13	1.3	1.3
MORE	1,242	.7	.7	1,115	.9	.9	65	.3	.4	31	.6	.7	4	.4	.4
NOW	978	.5	.6	873	.7	.7	48	.2	.3	20	.4	.5	7	.7	.7
RITZ	84	.0	.0	82	.1	.1	2	.0	.0						
SALEM	5,329	2.9	3.1	4,429	3.4	3.6	499	2.4	2.8	235	4.7	5.6	43	4.3	4.3
STERLING ***	220	.1	.1	186	.1	.2	15	.1	.1	9	.2	.2	2	.2	.2
VANTAGE	2,524	1.4	1.5	2,265	1.7	1.9	145	.7	.8	53	1.1	1.3	10	1.0	1.0
WINSTON	11,065	6.0	6.4	8,784	6.8	7.2	1,401	6.6	7.9	498	9.9	11.9	97	9.7	9.7
MAGNA ***	104	.1	.1	94	.1	.1	5	.0	.0	2	.0	.0			
DUNHILL PM/INT'L	80	.0	.0	54	.0	.0	24	.1	.1	1	.0	.0			
MILD SEVEN	4	.0	.0	4	.0	.0									
ROTHMANN'S	18	.0	.0	14	.0	.0	3	.0	.0						
CHELSEA	8	.0	.0	7	.0	.0							1	.1	.1
CLASS A ##	10	.0	.0	10	.0	.0									

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PREVIOUS BRAND	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 02 NUMBER	CELL 02 %	CELL 02 LESS UNKWN	CELL 03 NUMBER	CELL 03 %	CELL 03 LESS UNKWN	CELL 04 NUMBER	CELL 04 %	CELL 04 LESS UNKWN
BRONSON ##	13	.0	.0	11	.0	.0				1	.0	.0			
EXPORT A	5	.0	.0	5	.0	.0									
BASIC ##	738	.4	.4	549	.4	.4	80	.4	.5	64	1.3	1.5	8	.8	.8
COINS ##	2	.0	.0	2	.0	.0									
COST CUTTERS ##	4	.0	.0	4	.0	.0									
DELTA ##	4	.0	.0	4	.0	.0									
PRICE BREAKER ##	21	.0	.0	18	.0	.0	1	.0	.0	1	.0	.0			
QUALITY ##	22	.0	.0	20	.0	.0	1	.0	.0	1	.0	.0			
SCOTCH BUY ##	12	.0	.0	11	.0	.0				1	.0	.0			
YOURS ##	18	.0	.0	18	.0	.0									
WORTH ##	16	.0	.0	14	.0	.0	1	.0	.0				1	.1	.1
GENERIC/STORE ##	1,280	.7	.7	1,135	.9	.9	55	.3	.3	46	.9	1.1	4	.4	.4
UNKNOWN	11,960	100.0	100.0	34,915	100.0	100.0	10,332	100.0	100.0	807	100.0	100.0	30	100.0	100.0
TOTAL:	185,961	100.0	100.0	129,544	100.0	100.0	21,077	100.0	100.0	5,012	100.0	100.0	1,002	100.0	100.0

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BRANDS	TOTAL LESS NUMBER	%	UNKWN	CELL 05 LESS NUMBER	%	UNKWN	CELL 06 LESS NUMBER	%	UNKWN	CELL 07 LESS NUMBER	%	UNKWN
UNKNOWN	59,851	23.6	30.9	37	2.8	2.8	5,682	57.6	135.8	8,048	42.7	74.5
ALPINE ***	167	.1	.1	11	.8	.8						
BENSON & HEDGES	758	.3	.4	50	3.7	3.8						
CAMBRIDGE ***	369	.1	.2	33	2.5	2.5						
MARLBORO	12,710	5.0	6.6	554	41.4	42.6						
MERIT	1,224	.5	.6	83	6.2	6.4						
MULTIFILTER	13	.0	.0	1	.1	.1						
PLAYERS BLACK	20	.0	.0	1	.1	.1						
PLAYERS LIGHT 25S **	18	.0	.0	2	.1	.2						
CARTIER	3	.0	.0	1	.1	.1						
NEXT	4	.0	.0	1	.1	.1						
SARATOGA	32	.0	.0	1	.1	.1						
VIRGINIA SLIMS	1,108	.4	.6	62	4.6	4.8						
BUCKS ***	13	.0	.0	2	.1	.2						
PM BLUES	4	.0	.0	1	.1	.1						
PM/PM COMMANDER	8	.0	.0									
PHILIP MORRIS INT'L	8	.0	.0									
VS SUPERSLIMS	25	.0	.0	2	.1	.2						
BRISTOL ***	10	.0	.0	1	.1	.1						
CARLTON	8,245	3.2	4.3	22	1.6	1.7	286	2.9	6.8	650	3.4	6.0
LUCKY STRIKE ***	1,562	.6	.8	8	.6	.6	40	.4	1.0	77	.4	.7
MALL MALL	7,553	3.0	3.9	24	1.8	1.8	256	2.6	6.1	529	2.8	4.9
SILVA THINS	223	.1	.1				2	.0	.0	13	.1	.1
TALL	233	.1	.1	1	.1	.1	11	.1	.3	12	.1	.1
TAREYTON	3,279	1.3	1.7	2	.1	.2	41	.4	1.0	134	.7	1.2
MALIBU ***	834	.3	.4	2	.1	.2	24	.2	.6	35	.2	.3
CARLTON SLIMS	62	.0	.0				2	.0	.0	5	.0	.0
AMERICAN LIGHTS ***	327	.1	.2				10	.1	.2	20	.1	.2
CAPRI	2,340	.9	1.2	8	.6	.6	67	.7	1.6	201	1.1	1.9
BARCLAY	1,058	.4	.5	3	.2	.2	20	.2	.5	69	.4	.6
BELAIR	872	.3	.4	1	.1	.1	23	.2	.5	65	.3	.6
KIM SLIMS 25'S ***	28	.0	.0				2	.0	.0	3	.0	.0
ELI CUTTER	24	.0	.0				3	.0	.1	2	.0	.0
KOOL	7,635	3.0	3.9	38	2.8	2.9	177	1.8	4.2	442	2.3	4.1
RALEIGH	2,236	.9	1.2	3	.2	.2	60	.6	1.4	100	.5	.9
RICHLAND 25'S ***	461	.2	.2				11	.1	.3	13	.1	.1
ST. JAMES COURT	18	.0	.0				5	.1	.1	1	.0	.0
VICEROY ***	2,840	1.1	1.5	7	.5	.5	66	.7	1.6	144	.8	1.3
FALCON LIGHTS	44	.0	.0				1	.0	.0	4	.0	.0
CHESTERFIELD	923	.4	.5	2	.1	.2	19	.2	.5	48	.3	.4
DORADO	130	.1	.1				5	.1	.1	8	.0	.1
EVE	2,622	1.0	1.4	7	.5	.5	54	.5	1.3	155	.8	1.4
LARK	1,221	.5	.6	2	.1	.2	22	.2	.5	51	.3	.5
PYRAMID ***	1,386	.5	.7	5	.4	.4	43	.4	1.0	86	.5	.8
STRIDE***	26	.0	.0				2	.0	.0	2	.0	.0
L & M	1,285	.5	.7	2	.1	.2	34	.3	.8	41	.2	.4
ST. MORITZ	24	.0	.0	1	.1	.1						
SAVVY ***	14	.0	.0				2	.0	.0			
MONTCLAIR ***	3,753	1.5	1.9	15	1.1	1.2	135	1.4	3.2	208	1.1	1.9
KENT GOLDEN LIGHTS	927	.4	.5	3	.2	.2	9	.1	.2	26	.1	.2

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN	CELL 06 NUMBER	CELL 06 %	CELL 06 LESS UNKWN	CELL 07 NUMBER	CELL 07 %	CELL 07 LESS UNKWN
KENT	12,679	5.0	6.5	14	1.0	1.1	171	1.7	4.1	465	2.5	4.3
MAX	470	.2	.2				8	.1	.2	21	.1	.2
NEWPORT	7,794	3.1	4.0	32	2.4	2.5	230	2.3	5.5	786	4.2	7.3
OLD GOLD	486	.2	.3	2	.1	.2	13	.1	.3	24	.1	.2
SATIN	256	.1	.1	1	.1	.1	4	.0	.1	13	.1	.1
SPRING	9	.0	.0							1	.0	.0
TRIUMPH	65	.0	.0				1	.0	.0	3	.0	.0
TRUE	8,312	3.3	4.3	9	.7	.7	147	1.5	3.5	436	2.3	4.0
KENT III	1,718	.7	.9	1	.1	.1	16	.2	.4	58	.3	.5
B&H DE-NIC	15	.0	.0									
NEWPORT STRIPES	139	.1	.1				5	.1	.1	9	.0	.1
HARLEY DAVIDSON***	28	.0	.0							1	.0	.0
MISTY SLIMS ***	1,939	.8	1.0	12	.9	.9	82	.8	2.0	135	.7	1.2
BULL DURHAM ***	45	.0	.0	1	.1	.1	1	.0	.0	3	.0	.0
MERIT ULTIMA	15	.0	.0	5	.4	.4						
ASTOR ##	15	.0	.0				4	.0	.1			
BRIGHT	158	.1	.1				2	.0	.0	6	.0	.1
CAMEL	12,229	4.8	6.3	54	4.0	4.2	390	4.0	9.3	594	3.2	5.5
CENTURY 25'S ***	1,573	.6	.8	2	.1	.2	26	.3	.6	50	.3	.5
DORAL ***	9,044	3.6	4.7	25	1.9	1.9	229	2.3	5.5	420	2.2	3.9
MORE	6,010	2.4	3.1	12	.9	.9	76	.8	1.8	304	1.6	2.8
NOW	3,795	1.5	2.0	9	.7	.7	78	.8	1.9	290	1.5	2.7
RITZ	137	.1	.1				2	.0	.0	1	.0	.0
SALEM	14,016	5.5	7.2	43	3.2	3.3	283	2.9	6.8	2,019	10.7	18.7
STERLING ***	719	.3	.4	1	.1	.1	25	.3	.6	30	.2	.3
VANTAGE	9,478	3.7	4.9	10	.7	.8	164	1.7	3.9	418	2.2	3.9
WINSTON	27,922	11.0	14.4	87	6.5	6.7	629	6.4	15.0	1,264	6.7	11.7
MAGNA ***	293	.1	.2				8	.1	.2	10	.1	.1
DUNHILL PM/INT'L	173	.1	.1				2	.0	.0	14	.1	.1
MILD SEVEN	10	.0	.0									
ROTHMANN'S	27	.0	.0				1	.0	.0	2	.0	.0
CHELSEA	14	.0	.0				2	.0	.0	1	.0	.0
CLASS A ##	19	.0	.0									
BRONSON ##	52	.0	.0				1	.0	.0	3	.0	.0
EXPORT A	23	.0	.0				1	.0	.0	1	.0	.0
BASIC ##	464	.2	.2	13	1.0	1.0						
COINS ##	7	.0	.0				1	.0	.0	1	.0	.0
COST CUTTERS ##	17	.0	.0									
DELTA ##	6	.0	.0				1	.0	.0	1	.0	.0
PRICE BREAKER ##	67	.0	.0				2	.0	.0	3	.0	.0
QUALITY ##	44	.0	.0							3	.0	.0
SCOTCH BUY ##	29	.0	.0							1	.0	.0
YOURS ##	94	.0	.0	1	.1	.1	1	.0	.0	2	.0	.0
WORTH ##	60	.0	.0				5	.1	.1	2	.0	.0
GENERIC/STORE ##	4,750	1.9	2.4	5	.4	.4	140	1.4	3.3	265	1.4	2.5
UNKNOWN	11,960	100.0	100.0	37	100.0	100.0	5,682	100.0	100.0	8,048	100.0	100.0
TOTAL:	185,961	100.0	100.0	1,101	100.0	100.0	9,373	100.0	100.0	18,852	100.0	100.0

2045559179

Source: https://www.industrydocuments.ucsf.edu/docs/fhcn0004

PROGRAM : 99109 COUNT/PULL FOR JEAN MONOCCHIO
PHASE : R
MAIL CODE : 587
PULL DATE : 02/08/95
RECEIVING VENDOR : C17 CALL INTERACTIVE
CUMMULATIVE TOTAL : 535,328

QUANTITY	CELL	CELL DESCRIPTION
400,326	01	MARL RACING MAILED 94 FOLLOW - CI
135,002	05	MARL RACING MAILED 94 FOLLOW P.H. - CI

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	TOTAL LESS			CELL 01	LESS		CELL 05	LESS	
GENDER	NUMBER	%	UNKWN	NUMBER	%	UNKWN	NUMBER	%	UNKWN
MALE	519,101	97.0	97.3	387,282	96.7	97.1	131,819	97.6	97.8
FEMALE	14,448	2.7	2.7	11,505	2.9	2.9	2,943	2.2	2.2
UNKNOWN	1,779	.3	.0	1,539	.4	.0	240	.2	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0
AGE									
21-24	70,678	13.2	13.3	49,356	12.3	12.5	21,322	15.8	15.9
25-34	333,848	62.4	62.9	235,809	58.9	59.5	98,039	72.6	72.9
35-44	120,951	22.6	22.8	106,453	26.6	26.9	14,498	10.7	10.8
45-54	3,059	.6	.6	2,706	.7	.7	353	.3	.3
55-64	1,210	.2	.2	1,047	.3	.3	163	.1	.1
65+	901	.2	.2	799	.2	.2	102	.1	.1
UNKNOWN	4,680	.9	.0	4,155	1.0	.0	525	.4	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0
FLAVOR									
NON-MENTHOL/REGULAR	350,740	65.5	91.9	269,449	67.3	92.6	81,291	60.2	89.5
MENTHOL	30,596	5.7	8.0	21,138	5.3	7.3	9,458	7.0	10.4
UNKNOWN	153,549	28.7	.0	109,425	27.3	.0	44,124	32.7	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0
TAR LEVEL									
FULL FLAVOR	209,587	39.2	56.2	157,101	39.2	39.4	52,486	38.9	38.9
LIGHT/FLAVOR LOW TAR	141,152	26.4	37.9	108,828	27.2	27.3	32,324	23.9	24.0
ULTRA/EXTRA/LOW	2,446	.5	.7	2,095	.5	.5	351	.3	.3
UNKNOWN	162,527	30.4	.0	117,817	29.4	29.5	44,710	33.1	33.2
TOTAL:	535,328	100.0	100.0	400,326	100.0	.0	135,002	100.0	.0
LENGTH									
< 85 S	1,589	.3	.4	1,434	.4	.5	155	.1	.2
KINGS/85 S	299,970	56.0	83.0	221,281	55.3	80.8	78,689	58.3	89.7
LONGS/100 S	59,368	11.1	16.4	50,612	12.6	18.5	8,756	6.5	10.0
EXTRA LONGS/120 S	190	.0	.1	163	.0	.1	27	.0	.0
UNKNOWN	173,768	32.5	.0	126,522	31.6	.0	47,246	35.0	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0
BUY KIND									
PACK	132,746	24.8	36.5	105,026	26.2	37.9	27,720	20.5	32.0
CARTON	79,399	14.8	21.8	60,027	15.0	21.6	19,372	14.3	22.3
BOTH	151,479	28.3	41.6	112,002	28.0	40.4	39,477	29.2	45.5
UNKNOWN	171,261	32.0	.0	122,957	30.7	.0	48,304	35.8	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0
MANUFACTURER									
PHILIP MORRIS	413,337	77.2	86.1	299,219	74.7	84.1	114,118	84.5	91.6
BROWN & WILLIAMSON	2,281	.4	.5	1,950	.5	.5	331	.2	.3
LORILLARD	1,958	.4	.4	1,200	.3	.3	758	.6	.6
AMERICAN BRANDS	1,330	.2	.3	1,004	.3	.3	326	.2	.3
LIGGETT	164	.0	.0	117	.0	.0	47	.0	.0
R. J. REYNOLDS	61,153	11.4	12.7	52,141	13.0	14.7	9,012	6.7	7.2
UNKNOWN	55,105	10.3	.0	44,695	11.2	.0	10,410	7.7	.0
TOTAL:	535,328	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0

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Source: https://www.industrydocuments.ucsf.edu/docs/fhcn0004

RANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN
JNKNOWN	55,761	7.1	7.6	45,281	11.3	12.8	10,480	7.8	8.4
LPINE ***	269	.0	.0	206	.1	.1	63	.0	.1
ENSON & HEDGES	557	.1	.1	507	.1	.1	50	.0	.0
CAMBRIDGE ***	559	.1	.1	461	.1	.1	98	.1	.1
MARLBORO	408,901	51.8	55.8	295,748	73.9	83.3	113,153	83.8	90.9
MERIT	880	.1	.1	691	.2	.2	189	.1	.2
MULTIFILTER	27	.0	.0	20	.0	.0	7	.0	.0
LAYERS BLACK	37	.0	.0	29	.0	.0	8	.0	.0
LAYERS LIGHT 25S **	32	.0	.0	25	.0	.0	7	.0	.0
PARLIAMENT LIGHTS	327	.0	.0	110	.0	.0	217	.2	.2
CARTIER	19	.0	.0	14	.0	.0	5	.0	.0
NEXT	22	.0	.0	17	.0	.0	5	.0	.0
SARATOGA	18	.0	.0	17	.0	.0	1	.0	.0
VIRGINIA SLIMS	338	.0	.0	263	.1	.1	75	.1	.1
UCKS ***	105	.0	.0	86	.0	.0	19	.0	.0
M BLUES	21	.0	.0	14	.0	.0	7	.0	.0
PM/PM COMMANDER	24	.0	.0	12	.0	.0	12	.0	.0
PHILIP MORRIS INT'L	16	.0	.0	11	.0	.0	5	.0	.0
VS SUPERSLIMS	25	.0	.0	20	.0	.0	5	.0	.0
RISTOL ***	47	.0	.0	29	.0	.0	18	.0	.0
CARLTON	168	.0	.0	144	.0	.0	24	.0	.0
LUCKY STRIKE ***	108	.0	.0	90	.0	.0	18	.0	.0
PALL MALL	251	.0	.0	187	.0	.1	64	.0	.1
SILVA THINS	16	.0	.0	13	.0	.0	3	.0	.0
TALL	23	.0	.0	17	.0	.0	6	.0	.0
TAREYTON	49	.0	.0	34	.0	.0	15	.0	.0
MALIBU ***	164	.0	.0	114	.0	.0	50	.0	.0
CARLTON SLIMS	17	.0	.0	17	.0	.0			
AMERICAN LIGHTS ***	43	.0	.0	38	.0	.0	5	.0	.0
CAPRI	66	.0	.0	54	.0	.0	12	.0	.0
BARCLAY	28	.0	.0	22	.0	.0	6	.0	.0
BELAIR	55	.0	.0	50	.0	.0	5	.0	.0
KIM SLIMS 25'S ***	15	.0	.0	12	.0	.0	3	.0	.0
ELI CUTTER	19	.0	.0	15	.0	.0	4	.0	.0
KOOL	715	.1	.1	534	.1	.2	181	.1	.1
RALEIGH	76	.0	.0	62	.0	.0	14	.0	.0
RICHLAND 25'S ***	27	.0	.0	23	.0	.0	4	.0	.0
ST. JAMES COURT	21	.0	.0	18	.0	.0	3	.0	.0
VICEROY ***	153	.0	.0	138	.0	.0	15	.0	.0
FALCON LIGHTS	6	.0	.0	5	.0	.0	1	.0	.0
CHESTERFIELD	27	.0	.0	23	.0	.0	4	.0	.0
DORADO	22	.0	.0	17	.0	.0	5	.0	.0
EVE	22	.0	.0	17	.0	.0	5	.0	.0
LARK	31	.0	.0	20	.0	.0	11	.0	.0
PYRAMID ***	31	.0	.0	19	.0	.0	12	.0	.0
STRIDE***	11	.0	.0	9	.0	.0	2	.0	.0
L & M	21	.0	.0	13	.0	.0	8	.0	.0
ST. MORITZ	9	.0	.0	7	.0	.0	2	.0	.0
SAVVY ***	11	.0	.0	8	.0	.0	3	.0	.0
MONTCLAIR ***	322	.0	.0	242	.1	.1	80	.1	.1

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BRANDS	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN
KENT GOLDEN LIGHTS	19	.0	.0	14	.0	.0	5	.0	.0
KENT	140	.0	.0	122	.0	.0	18	.0	.0
MAX	12	.0	.0	12	.0	.0			
NEWPORT	1,431	.2	.2	735	.2	.2	696	.5	.6
OLD GOLD	176	.0	.0	172	.0	.0	4	.0	.0
SATIN	11	.0	.0	10	.0	.0	1	.0	.0
SPRING	11	.0	.0	9	.0	.0	2	.0	.0
TRIUMPH	8	.0	.0	6	.0	.0	2	.0	.0
TRUE	70	.0	.0	56	.0	.0	14	.0	.0
KENT III	15	.0	.0	12	.0	.0	3	.0	.0
B&H DE-NIC	12	.0	.0	11	.0	.0	1	.0	.0
NEWPORT STRIPES	17	.0	.0	10	.0	.0	7	.0	.0
HARLEY DAVIDSON***	33	.0	.0	29	.0	.0	4	.0	.0
MISTY SLIMS ***	70	.0	.0	57	.0	.0	13	.0	.0
BULL DURHAM ***	13	.0	.0	11	.0	.0	2	.0	.0
MERIT ULTIMA	17	.0	.0	11	.0	.0	6	.0	.0
DAVES	3	.0	.0	3	.0	.0			
ASTOR ##	9	.0	.0	7	.0	.0	2	.0	.0
BRIGHT	9	.0	.0	7	.0	.0	2	.0	.0
CAMEL	37,315	4.7	5.1	32,643	8.2	9.2	4,672	3.5	3.8
CENTURY 25'S ***	50	.0	.0	48	.0	.0	2	.0	.0
DORAL ***	812	.1	.1	661	.2	.2	151	.1	.1
MORE	91	.0	.0	82	.0	.0	9	.0	.0
NOW	42	.0	.0	38	.0	.0	4	.0	.0
RITZ	4	.0	.0	4	.0	.0			
SALEM	965	.1	.1	705	.2	.2	260	.2	.2
STERLING ***	24	.0	.0	22	.0	.0	2	.0	.0
VANTAGE	106	.0	.0	97	.0	.0	9	.0	.0
WINSTON	21,292	2.7	2.9	17,471	4.4	4.9	3,821	2.8	3.1
MAGNA ***	93	.0	.0	72	.0	.0	21	.0	.0
DUNHILL PM/INT'L	28	.0	.0	24	.0	.0	4	.0	.0
MILD SEVEN	4	.0	.0	4	.0	.0			
ROTHMANN'S	4	.0	.0	4	.0	.0			
CHELSEA	2	.0	.0	2	.0	.0			
CLASS A ##	6	.0	.0	5	.0	.0	1	.0	.0
BRONSON ##	4	.0	.0	2	.0	.0	2	.0	.0
EXPORT A	3	.0	.0	3	.0	.0			
BASIC ##	1,002	.1	.1	845	.2	.2	157	.1	.1
DELTA ##	2	.0	.0	2	.0	.0			
PRICE BREAKER ##	5	.0	.0	4	.0	.0	1	.0	.0
QUALITY ##	9	.0	.0	9	.0	.0			
SCOTCH BUY ##	2	.0	.0	2	.0	.0			
YOURS ##	42	.0	.0	39	.0	.0	3	.0	.0
WORTH ##	22	.0	.0	22	.0	.0			
GENERIC/STORE ##	811	.1	.1	699	.2	.2	112	.1	.1
UNKNOWN	115,612	100.0	100.0	45,281	100.0	100.0	10,480	100.0	100.0
TOTAL:	789,073	100.0	100.0	400,326	100.0	100.0	135,002	100.0	100.0

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Source: https://www.industrydocuments.ucsf.edu/docs/fhcn0004

PREVIOUS BRAND	TOTAL NUMBER	TOTAL %	TOTAL LESS UNKWN	CELL 01 NUMBER	CELL 01 %	CELL 01 LESS UNKWN	CELL 05 NUMBER	CELL 05 %	CELL 05 LESS UNKWN
NONE/SAME PREVIOUS	65,742	13.5	14.9	46,387	20.5	24.1	19,355	25.6	31.2
CAMEL WIDES	109	.0	.0	95	.0	.0	14	.0	.0
SAVANNAH***	1	.0	.0	1	.0	.0			
STYLE***	19	.0	.0	11	.0	.0	8	.0	.0
PRIVATE STOCK##	32	.0	.0	8	.0	.0	24	.0	.0
RIVIERA***	6	.0	.0	4	.0	.0	2	.0	.0
PRIME##	15	.0	.0	10	.0	.0	5	.0	.0
RALEIGH EXTRA##	10	.0	.0	7	.0	.0	3	.0	.0
GPC##	925	.2	.2	832	.4	.4	93	.1	.2
RICHLAND 20'S***	28	.0	.0	25	.0	.0	3	.0	.0
BEST BUY##	80	.0	.0	68	.0	.0	12	.0	.0
PREMIUM BUY##	3	.0	.0	2	.0	.0	1	.0	.0
HERITAGE***	1	.0	.0				1	.0	.0
BEST VALUE##	36	.0	.0	31	.0	.0	5	.0	.0
MONARCH##	99	.0	.0	73	.0	.0	26	.0	.0
DAKOTA	5	.0	.0	5	.0	.0			
UNKNOWN	47,923	9.8	10.9	34,174	15.1	17.8	13,749	18.2	22.2
ALPINE ***	562	.1	.1	390	.2	.2	172	.2	.3
BENSON & HEDGES	3,201	.7	.7	2,828	1.2	1.5	373	.5	.6
CAMBRIDGE ***	1,269	.3	.3	1,003	.4	.5	266	.4	.4
MARLBORO	65,802	13.5	14.9	52,688	23.3	27.4	13,114	17.3	21.2
MERIT	5,412	1.1	1.2	3,989	1.8	2.1	1,423	1.9	2.3
MULTIFILTER	10	.0	.0	8	.0	.0	2	.0	.0
PLAYERS BLACK	342	.1	.1	271	.1	.1	71	.1	.1
PLAYERS LIGHT 25S **	84	.0	.0	69	.0	.0	15	.0	.0
PARLIAMENT LIGHTS	1,173	.2	.3	236	.1	.1	937	1.2	1.5
CARTIER	9	.0	.0	9	.0	.0			
NEXT	21	.0	.0	16	.0	.0	5	.0	.0
SARATOGA	57	.0	.0	51	.0	.0	6	.0	.0
VIRGINIA SLIMS	769	.2	.2	555	.2	.3	214	.3	.3
BUCKS ***	1,012	.2	.2	745	.3	.4	267	.4	.4
PM BLUES	8	.0	.0	7	.0	.0	1	.0	.0
PM/PM COMMANDER	34	.0	.0	29	.0	.0	5	.0	.0
PHILIP MORRIS INT'L	61	.0	.0	52	.0	.0	9	.0	.0
VS SUPERSLIMS	17	.0	.0	10	.0	.0	7	.0	.0
BRISTOL ***	138	.0	.0	81	.0	.0	57	.1	.1
CARLTON	339	.1	.1	270	.1	.1	69	.1	.1
LUCKY STRIKE ***	878	.2	.2	643	.3	.3	235	.3	.4
PALL MALL	1,414	.3	.3	986	.4	.5	428	.6	.7
SILVA THINS	15	.0	.0	10	.0	.0	5	.0	.0
TALL	14	.0	.0	5	.0	.0	9	.0	.0
TAREYTON	156	.0	.0	117	.1	.1	39	.1	.1
MALIBU ***	342	.1	.1	216	.1	.1	126	.2	.2
CARLTON SLIMS	105	.0	.0	61	.0	.0	44	.1	.1
AMERICAN LIGHTS ***	64	.0	.0	47	.0	.0	17	.0	.0
CAPRI	120	.0	.0	100	.0	.1	20	.0	.0
BARCLAY	115	.0	.0	85	.0	.0	30	.0	.0
BELAIR	311	.1	.1	267	.1	.1	44	.1	.1
KIM SLIMS 25'S ***	8	.0	.0	4	.0	.0	4	.0	.0
ELI CUTTER	3	.0	.0	3	.0	.0			

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PREVIOUS BRAND	TOTAL LESS NUMBER	%	UNKWN	CELL 01 LESS NUMBER	%	UNKWN	CELL 05 LESS NUMBER	%	UNKWN
KOOL	5,359	1.1	1.2	3,921	1.7	2.0	1,438	1.9	2.3
RALEIGH	806	.2	.2	658	.3	.3	148	.2	.2
RICHLAND 25'S ***	232	.0	.1	176	.1	.1	56	.1	.1
ST. JAMES COURT	4	.0	.0	4	.0	.0			
VICEROY ***	728	.1	.2	591	.3	.3	137	.2	.2
FALCON LIGHTS	1	.0	.0	1	.0	.0			
CHESTERFIELD	182	.0	.0	123	.1	.1	59	.1	.1
DORADO	16	.0	.0	12	.0	.0	4	.0	.0
EVE	36	.0	.0	27	.0	.0	9	.0	.0
LARK	107	.0	.0	82	.0	.0	25	.0	.0
PYRAMID ***	78	.0	.0	47	.0	.0	31	.0	.1
STRIDE***	3	.0	.0	2	.0	.0	1	.0	.0
L & M	144	.0	.0	102	.0	.1	42	.1	.1
ST. MORITZ	3	.0	.0	3	.0	.0			
SAVVY ***	1	.0	.0	1	.0	.0			
MONTCLAIR ***	422	.1	.1	306	.1	.2	116	.2	.2
KENT GOLDEN LIGHTS	45	.0	.0	36	.0	.0	9	.0	.0
KENT	1,300	.3	.3	1,012	.4	.5	288	.4	.5
MAX	22	.0	.0	17	.0	.0	5	.0	.0
NEWPORT	11,301	2.3	2.6	5,272	2.3	2.7	6,029	8.0	9.7
OLD GOLD	806	.2	.2	779	.3	.4	27	.0	.0
SATIN	13	.0	.0	12	.0	.0	1	.0	.0
SPRING	3	.0	.0	3	.0	.0			
TRIUMPH	10	.0	.0	7	.0	.0	3	.0	.0
TRUE	236	.0	.1	153	.1	.1	83	.1	.1
KENT III	64	.0	.0	46	.0	.0	18	.0	.0
B&H DE-NIC	31	.0	.0	30	.0	.0	1	.0	.0
NEWPORT STRIPES	84	.0	.0	41	.0	.0	43	.1	.1
HARLEY DAVIDSON***	16	.0	.0	12	.0	.0	4	.0	.0
MISTY SLIMS ***	78	.0	.0	56	.0	.0	22	.0	.0
BULL DURHAM ***	63	.0	.0	43	.0	.0	20	.0	.0
MERIT ULTIMA	10	.0	.0	7	.0	.0	3	.0	.0
ASTOR ##	5	.0	.0	4	.0	.0	1	.0	.0
BRIGHT	45	.0	.0	28	.0	.0	17	.0	.0
CAMEL	40,564	8.3	9.2	34,361	15.2	17.9	6,203	8.2	10.0
CENTURY 25'S ***	243	.0	.1	205	.1	.1	38	.1	.1
DORAL ***	1,410	.3	.3	1,098	.5	.6	312	.4	.5
MORE	288	.1	.1	237	.1	.1	51	.1	.1
NOW	200	.0	.0	157	.1	.1	43	.1	.1
RITZ	25	.0	.0	19	.0	.0	6	.0	.0
SALEM	5,862	1.2	1.3	4,032	1.8	2.1	1,830	2.4	3.0
STERLING ***	77	.0	.0	62	.0	.0	15	.0	.0
VANTAGE	784	.2	.2	649	.3	.3	135	.2	.2
WINSTON	27,944	5.7	6.3	21,495	9.5	11.2	6,449	8.5	10.4
MAGNA ***	395	.1	.1	274	.1	.1	121	.2	.2
DUNHILL PM/INT'L	184	.0	.0	161	.1	.1	23	.0	.0
MILD SEVEN	40	.0	.0	39	.0	.0	1	.0	.0
ROTHMANN'S	61	.0	.0	44	.0	.0	17	.0	.0
CHELSEA	3	.0	.0	1	.0	.0	2	.0	.0
CLASS A ##	5	.0	.0	5	.0	.0			

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PREVIOUS BRAND	TOTAL LESS NUMBER	%	UNKWN	CELL 01 LESS NUMBER	%	UNKWN	CELL 05 LESS NUMBER	%	UNKWN
BRONSON ##	5	.0	.0	1	.0	.0	4	.0	.0
EXPORT A	27	.0	.0	20	.0	.0	7	.0	.0
BASIC ##	855	.2	.2	683	.3	.4	172	.2	.3
COST CUTTERS ##	4	.0	.0	3	.0	.0	1	.0	.0
DELTA ##	14	.0	.0	14	.0	.0			
PRICE BREAKER ##	27	.0	.0	20	.0	.0	7	.0	.0
QUALITY ##	4	.0	.0	4	.0	.0			
SCOTCH BUY ##	5	.0	.0	4	.0	.0	1	.0	.0
YOURS ##	53	.0	.0	48	.0	.0	5	.0	.0
WORTH ##	30	.0	.0	29	.0	.0	1	.0	.0
GENERIC/STORE ##	2,026	.4	.5	1,703	.8	.9	323	.4	.5
UNKNOWN	59,883	100.0	100.0	45,281	100.0	100.0	10,480	100.0	100.0
TOTAL:	488,249	100.0	100.0	226,566	100.0	100.0	75,722	100.0	100.0

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